

# UTILITY PATENT APPLICATION TRANSMITTAL

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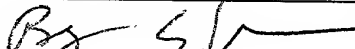
Address to: Commissioner for Patents Box PATENT APPLICATION Washington, DC 20231	Attorney Docket No.	BEU/HK/KONTOGOURIS
	First Named Inventor (or identifier)	Leandros KONTOGOURIS
	Total Pages	58

Transmitted herewith is a patent application under 37 CFR 1.53(b).

Entitled: **ADVERTISING SYSTEM AND METHOD WHICH PROVIDES ADVERTISERS WITH AN ACCURATE WAY OF MEASURING RESPONSE, AND BANNER ADVERTISEMENT THEREFOR**

- ☒ 1. Submitted herewith are the following:
- 44 pages of specification.
  - 1 Abstract.
  - 13 sheets of drawings (Figs. 1-21).
  - 49 claims.
  - ☐ Oath/Declaration signed by each inventor.
  - ☐ Preliminary Amendment.
  - ☐ Information Disclosure Statement(s).
  - ☐ pages of Form PTO-1449, and one copy of each document listed thereon.
  - ☐ Assignment of the invention, Cover Sheet, and payment of the \$\_\_\_\_\_ recordal fee.
  - ☐ certified copy of application no. \_\_\_\_\_ filed in \_\_\_\_\_. Priority is claimed.
  - 1 check in the amount of \$ 656.00.
- ☒ 2. SMALL ENTITY STATUS IS ASSERTED pursuant to 37 CFR 1.27 for this application.
- ☒ 3. The Commissioner is authorized to credit any overpayment and charge any deficiency in any fees required under 37 CFR 1.16 and/or 1.17, to Deposit Account No. 02-0200.
- ☐ 4. Insert before the first sentence of the specification: - - This application claims the benefit of provisional application number \_\_\_\_\_ filed \_\_\_\_\_. - -
- ☐ 5. Insert before the first sentence of the specification: - - This application is a Continuation-in-part of nonprovisional application number \_\_\_\_\_ filed \_\_\_\_\_. - -
- ☐ 6. Other: \_\_\_\_\_

The registered practitioners representing applicant(s) are J. Ernest Kenney, Reg. No. 19,179; Eugene Mar, Reg. No. 25,893; Richard E. Fichter, Reg. No. 26,382; Thomas J. Moore, Reg. No. 28,974; Joseph DeBenedictis, Reg. No. 28,502; and Benjamin E. Urcia, Reg. No. 33,805.

THE FILING FEE IS CALCULATED AS FOLLOWS				Basic Fee.	\$710.00
Total Claims:	49	- 20 =	29	X \$18 =	\$522.00
Independent Claims:	4	- 3 =	1	X \$80 =	\$80.00
Correspondence Address: BACON & THOMAS, PLLC 625 Slaters Lane, 4 <sup>th</sup> Floor Alexandria, VA 22314-1176				Multiple Dependent Claim (add \$270.00):	
				Subtotal:	\$1312.00
				50% Reduction if Small Entity Status:	\$656.00
Phone: 703-683-0500 Fax: 703-683-1080				Total	\$656.00
Date:	Name:		Signature:		Reg. No.
December 22, 2000	BENJAMIN E. URCIA				33,805